

# Macworld

Press Release

*For immediate release*

## **IDG's *Macworld* Magazine Now Reaches over 1.7 Million Influencers of Computer Purchases**

SAN FRANCISCO, Calif.—December 13, 2002—With the results in from the latest IntelliQuest Computer Industry Media Study (CIMS v9.0), IDG's *Macworld* magazine is once again the undisputed leader for coverage of the Macintosh computing market in terms of Macs installed and planned for purchase. The study shows that *Macworld* is read by over 1.2 million Mac business influencers – significantly more than any other computer publication covering this segment. When the overlap with home influencers is considered, *Macworld's* reach increases to over 1.7 million purchase influencers in total.

*Macworld* was one of the largest publications in the business survey, seventh largest among the 28 computer publications measured.

CIMS v9.0 also found that *Macworld* is one of the most well-read of all computer publications in the business study, measuring high in all three categories of reader “affinity”: *Macworld* ranked first out of 28 for “read/examine advertising very/extremely closely;” tied for first in “read 75% or more of a typical issue;” and ranked fourth place, just after InfoWeek, for “read 3 or 4 of the last 4 issues.”

“The results of IntelliQuest CIMS v9.0 underscore the fact that *Macworld* is keenly read by millions of loyal, active Macintosh Buyers,” said Colin Crawford, President and CEO of Mac Publishing, L.L.C. “*Macworld* continues to evolve to meet the needs of these readers transitioning to Apple's new operating system – Mac OS X.”

The CIMS study assesses technology purchase involvement and plans, as well as the media usage of more than 47 million individuals who are involved in the purchase of technology products and services within US businesses. The CIMS study is conducted annually by Millward Brown IntelliQuest.

### **About Mac Publishing LLC**

Mac Publishing, LLC publishes the world's leading independent Macintosh publication and Web sites. Every month the award-winning *Macworld* magazine reaches over 1.7 million influencers of computer purchases\*, while the Mac Publishing Web presence garners an average of 1.7 million unique visitors. The Mac Publishing sites include: [Macworld.com](http://Macworld.com) and [MacCentral.com](http://MacCentral.com). Headquartered in San Francisco, Mac Publishing LLC is a wholly-owned subsidiary of International Data Group (IDG).

\* SOURCE: Intelliquest CIMS v 9.0

### **About International Data Group (IDG)**

Headquartered in Boston, International Data Group (IDG) is the world's leading technology media, research and event company. IDG publishes more than 300 magazines and newspapers and offers online users the largest network of technology-specific sites around the world through IDG.net ([www.idg.net](http://www.idg.net)), which comprises more than 330 targeted Web sites in 80 countries. IDG is also a leading producer of 168 computer-related events worldwide, and IDG's research company, IDC, provides global market intelligence and advice through 51 offices in 43 countries. Company information is available at [www.idg.com](http://www.idg.com).

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